

CITY OF SAN ANTONIO, TEXAS



SEEKS A TALENTED AND
INNOVATIVE MARKETING
ADMINISTRATOR TO SERVE
AS ITS
**DIRECTOR OF CONVENTION
& VISITORS BUREAU**



THE COMMUNITY

Once a small settlement founded by Spanish missionaries in the early 1700's, San Antonio has grown into one of the country's major metropolitan centers. Its historic roots are the foundation for a city that today is rapidly moving forward in the 21st century. Located Approximately 140 miles north of the Gulf of Mexico in south central Texas and a stone's throw from the state capital in Austin and an afternoon drive from Dallas, Houston, and Mexico, the City of San Antonio is one of the fastest growing regions in the state. With a population of more than 1.2 million, San Antonio is the eighth largest city in the U.S. and the second largest city in Texas. Over the past decade, its population had grown at an annual rate of almost two percent and is expected to continue at that rate. According to the 2000 Census, San Antonio's population is 58.7% Hispanic, 31.8% Anglo, and an African American population of almost 7 percent.

Geographically, the City of San Antonio's incorporated area covers more than 400 square miles. San Antonio enjoys a subtropical climate with an average temperature of 70 degrees and evening temperatures dipping below freezing only about 20 days each winter. Moderate temperatures and exciting activities available in the City make San Antonio a popular tourist destination.

San Antonio residents enjoy one of the nation's most attractive and affordable lifestyles. Its cost of living is typically 10% to 15% below the national average and is consistently ranked among the lowest of major U.S. cities while home prices are among the most affordable in the country. Sixteen public independent school districts serve the San Antonio area and over 100 private and 50 parochial schools are available as well as eight accredited universities and four community colleges.

One word describes the local economy—diverse. San Antonio is anchored by several key industries and is targeting other emerging industries to drive the city's economic future. An excellent mix of health care, biotechnology and research; product development, systems integration and telecommunications; information security; military/government; higher education; finance industry; and a convention and tourism industry which attracts more than 20 million visitors annually. San Antonio will soon have a Toyota Tundra Truck plant, scheduled to open in September 2006 with the creation of 2,000 well-paying direct jobs and the Professional Golfers Association is slated to develop a world class 'PGA Village' golf resort by the year 2009.

THE ORGANIZATION

The San Antonio Convention and Visitors Bureau (SACVB) is a Department of City government. San Antonio has a City Council-City Manager form of government. City Council members are elected from 10 districts and the Mayor is elected at-large. Council members serve two, two-year terms. The Council sets the policies for the city, and the City Manager serves as the chief executive officer. The City Manager appoints and removes all officials in executive positions of the City, with the exception of the City Clerk, City Auditor, Presiding Judge and Municipal Judges. The Executive Team consists of more than 30 Department Directors, two Deputy City Managers, four Assistant City Managers, and one Assistant to the City Manager.

The City of San Antonio's Adopted Consolidated Annual Budget for FY 2006 totals \$1.728 billion. The total number of authorized positions in FY 2006 for all funds



including grants is 12,057. Of that total, 7,708 are General Fund positions (4,282 civilian and 2,044 uniform) and 918 positions are grant funded.

The budget addresses critical priority initiatives of the City Council. The City's strong economy is reflected in substantial growth in the tax base that continues providing added resources.

The FY 2006 through FY 2011 Capital Budget for the City of San Antonio totals \$1.067 billion. The FY 2006 Capital Budget is \$475.9 million. The six-year program represents the City's long-range physical infrastructure development program. The City of San Antonio is in strong financial condition as reflected in an AA+ rating from Standard and Poor's Rating Services, AA+ by Fitch Ratings, Inc., and Aa2 by Moody's Investors Service, Inc.

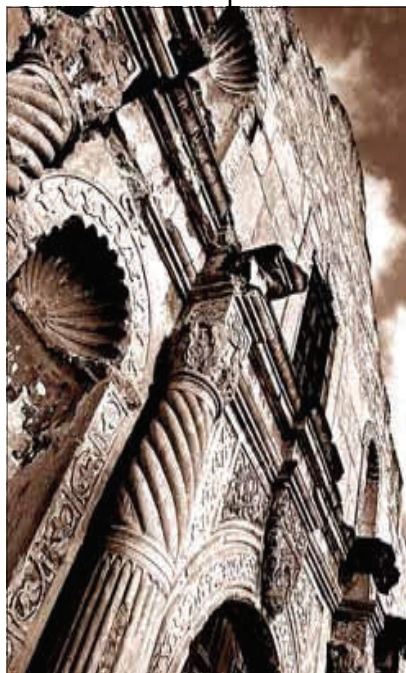
The Mission Statement of the San Antonio Convention and Visitors Bureau (SACVB) is "to promote and market San Antonio as a premier visitor and convention/meeting destination for the purpose of positively affecting the City's economy."

Overall, San Antonio attracts more than 21.3 million visitors annually. Tourism is the second largest industry in San Antonio and represents more than \$8.7 billion in economic impact. The SACVB is a non-membership organization with a 23-person Advisory Convention and Visitors Commission appointed by City Council. The role of the Commission is to advise the SACVB, City Manager, and City Council to help maintain and grow the tourism and hospitality industry as vital economic employment generators for San Antonio and to enhance the successful operation of the SACVB as well as the Convention Center and Alamodome.

The SACVB has adopted the following primary goals and objectives:

- ◆ To generate continued growth in hotel room night consumption and sales tax receipts by attracting an expanding base of state, regional, national and international visitors to San Antonio.
- ◆ To maintain and strengthen the City's position as a premier convention/corporate meeting destination by maximizing utilization of hotel room nights via the successful booking of an expanded Convention Center as well as the Alamodome and Municipal Auditorium.
- ◆ To increase consumer awareness (worldwide) of San Antonio as a preferred visitor destination through editorial placement of print and electronic media via public relations with travel media.
- ◆ To continually develop and maximize internet marketing strategies and opportunities.
- ◆ To continue to enhance San Antonio's reputation as a premier location for the television and motion picture film industry.
- ◆ Promote awareness of the role of the Convention and Visitors Bureau and the value of the visitor industry to the community.
- ◆ Refine strategic plans targeting future industry trends through analysis of marketing results, efficiencies of programs, and research.

The operating budget adopted for FY 2006 provided the Bureau with \$15.2 million and 93.81 full-time equivalent (FTE) positions.



The primary operational areas of the Bureau are: Convention and Leisure Sales & Services, Marketing and Communications, Finance & Administration, and Information Technology.

THE POSITION

Under general administrative direction, the Director is responsible for planning, directing, managing, and overseeing the activities and operations of the San Antonio Convention and Visitors Bureau, including marketing, sales and services, in order to attract conventions, visitors, and film production companies. The Director coordinates assigned activities with other City departments and outside agencies; and provides highly responsible and complex administrative support to the City Manager's Office. The Director will exercise direct supervision over management, professional, technical, and support staff.



Other significant responsibilities include:

- Assumes full management responsibility for all department services and activities, including but not limited to marketing and sales; recommends and administers policies and procedures.
- Works closely with the Convention and Visitors Commission to enhance the successful operation of the Convention and Visitors Bureau as well as to continue to maintain and grow the tourism and hospitality industry.
- Manages the development and implementation of department goals, objectives, policies, and priorities for each assigned service area; establishes, within City policy, appropriate service and staffing levels; and allocates resources accordingly.

- Monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors workload, administrative and support systems, and internal reporting relationships; and identifies opportunities for improvement, and directs the implementation of changes.
- Acts as official departmental representative to other City departments, City Manager's Office, elected officials and outside agencies; explains, justifies, and defends department programs, policies, and activities; and negotiates and resolves sensitive, significant, and controversial issues.
- Selects, motivates, and evaluates department staff; provides or coordinates training and works with employees to correct deficiencies.
- Plans, directs, and coordinates, through subordinate-level staff, the department work plan; meets with management staff to identify and resolve problems; assigns projects and programmatic areas of responsibility; and reviews and evaluates work methods and procedures.
- Manages and participates in the development and administration of the department budget; estimates funds needed for staffing, equipment, materials, and supplies; directs the monitoring and approval of expenditures; and directs the preparation and implementation of budgetary adjustments as necessary.
- Coordinates departmental activities with those of other departments and outside agencies and organizations; provides staff assistance to the City Manager's Office, management staff and City Council; and prepares and presents staff reports and other necessary communications.



- Responds to and resolves sensitive inquiries and complaints from both internal and external sources.
- Reviews and signs all higher-level department communication, including ordinances and contracts.
- Attends City Council meetings and takes necessary action regarding Council agenda items.
- Directs, manages, and oversees preparation of annual marketing plans for the convention, visitor, film, and public relations divisions; monitors overall sales efforts of each division; and recommends and oversees improvements.
- Travels extensively in order to promote the convention and tourism industry in San Antonio; actively markets the City in all contacts with potential clients; and reviews and approves travel associated with all sales and marketing calls.

- Reviews and analyzes a variety of reports and statistical information regarding tourism and convention planning; and develops programs and activities to enhance sales and marketing efforts based on the analysis of statistical information.
- Provides support to a variety of other city and non-governmental boards and commissions; attends and participates in professional group meetings; and stays abreast of new trends and innovations in the fields of tourism and convention planning.
- Coordinates department personnel attendance at trade shows, industry meetings, sales efforts, and bid presentations to promote the City.
- Performs related duties and fulfills responsibilities as required.

THE POSITION PROFILE

The Director for the San Antonio Convention and Visitors Bureau will occupy a position of unique visibility. Above all else the Director must provide competent leadership to the Bureau sales effort through a broad knowledge of the principles and practices of marketing, sales, advertising, and public relations. The Director will often communicate with the City Council, the City Manager, other City Departments, the CVB Commission, the electronic and print media and the general public. Excellent communication skills are required in order to effectively manage the operations of the Bureau. Additionally, the Director must be an effective executive who understands the special requirements of public administration. The Director must recognize and work with the needs of the general City government to be responsible and politically accountable for all expenditures of public funds. The Director will participate in setting performance goals and in holding key Bureau managers responsible for the accomplishment of business objectives. Expertise in budget, finance and human resources management in the context of the public sector would be highly desirable skill sets.



The key personal characteristic for the Director of the San Antonio Convention and Visitors Bureau will be the ability to motivate a highly entrepreneurial organization to outstanding levels of sales and marketing success. The Director will be able to assist the organization in the accomplishment of the challenging sales goals while remaining within the confines and constraints of a City government fully accountable to the people on every aspect of activity and expenditure. The Director must be able to reach out to various organizations, Boards and Commissions, and individuals to enlist their cooperation in joint marketing activities. The Director must be willing to use an understanding of what those organizations and individuals need from the City to get the best possible business results for the City.

The best applicant will be able to gain the respect and cooperation of strong individual managers within the department. The superior candidate will be able to engage those managers in a process of cooperation to achieve the best overall business results for the City of San Antonio in the attraction of visitors, meetings, and conventions to the City.

A personal commitment to high levels of customer service and a willingness to regularly evaluate the satisfaction of the public, visitors, meeting planners, hotel owners and managers and the managers of major attractions with Bureau operations is highly desirable.

This is a position of public trust. There can be no questions or negative inferences with regard to personal morals, ethics or behavior. The selected candidate will have a strong commitment to the promotion of diversity and equality of opportunity in the work place and in the provision of visitor services. A strong commitment to the employees and citizens of the City of San Antonio will be required.

THE CANDIDATE

The ideal candidate should possess a bachelor's degree from an accredited college or university with major coursework in Public Relations, Business Administration, Sales, Marketing or a related field and ten (10) years of progressively responsible experience in convention sales and marketing, with five of those years including administrative or supervisory responsibility. Preferred candidates will have a Master's Degree and ten (10) years of executive level management in a tourism organization.

THE COMPENSATION

Compensation is negotiable depending on qualifications. The City of San Antonio provides an excellent employee benefits package which includes:

Retirement - City of San Antonio employees automatically become members of the Texas Municipal Retirement System (TMRS) on date of employment. Employee contribution is 6% and the City contributes 2 times employee contribution. Employees vest in TMRS after five (5) years of service.

Health Plans - The City offers very affordable health plans and pharmacy benefits that cover the employee and dependents as well as an HMO plan. Dental and vision coverage are also available.

Life Insurance - Basic life insurance benefits are free for City employees and are equivalent to each employee's annual salary. Additional term may be purchased.

Auto Allowance - Executives receive a monthly car allowance of \$400.

Cell Phone Allowance - Executives receive a monthly cell phone allowance of \$70.

Deferred Compensation - If contributing to a deferred compensation program offered by the City, ICMA-RC or Nationwide-RS, an employee may defer taxable wages up to the current maximum allowed by law.

TO APPLY

Individuals interested in applying for this position are asked to respond via e-mail with cover letter, resume, and compensation information to:

Jim Carra, Executive Vice President, SearchWide™
carra@searchwide.com
or call 231-995-0567

The most qualified candidates will be invited to personal interviews with the City of San Antonio. The City of San Antonio is an Equal Employment Opportunity-Affirmative Action Employer.

The identity of applicants and interview finalists may be subject to public disclosure in accordance with applicable Texas statutes.

Position will be **Open Until Filled**.

